Intro to strategy 1: Complain-y people

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

How this strategy works

- The internet is indexable
- If someone complains about a problem online, everyone can see it if they search for the same problem
- **In this strategy, you search for people who are having the exact problem your product is solving**
- The idea is to contact them and connect the dots for them by highlighting how your product can solve their problem

Finding the complain-y people

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

How to find the people you're targeting

- Imagine you are the customer that has the problem
- How would they verbalize the problem? What key words would they use?
- **Search for those key phrases on Twitter, Reddit, and Google**
  - Twitter: All their conversations are indexable and they have a very large user base
  - Reddit: There is a subreddit for anything, but in order to search on this forum it's better to type "site:reddit.com" into Google followed by your search terms
  - Google: Do a generic search as if you were the person who is complaining
- Find people who complained about the problem you're targeting and list them out somewhere

Reaching out to complain-y people

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

How to contact the people you found

- **#1 Twitter**

  - Create an account if you don't have one
  - You can either message or tweet at the people you listed out earlier
  - You can only direct message people who follow you
  - Reply to their complaining tweet
  - If you mention their @name in the reply, they will get 2 notifications instead of one
  - The reply will be public, so other people will see it too
  - In your tweet, connect their problem to a solution in order to convince them to check out your stuff

- **#2 Reddit**

  - It's better to direct message them because there's a higher chance that they respond
  - The key on Reddit is timing, you need to move quickly
  - Be helpful and conversational, not sales-y

- **#3 Google**

  - You can find people complaining on different sites and platforms, which may or may not allow direct communication

- Quora.com - you can reply & direct message
- Meetup.com - you can participate on the threads
- Blogs - post in the comments or find the email addresses of the people who posted

- Any niche forum can be useful, you just need to sign up in order to be able to post

Intro to Twitter & why we use it

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

How is Twitter useful

- Twitter is a place where people talk about everything, and you can see and join any conversation
- If you're active and helpful, you will get followers, which means more people will know about you and your product
- You can create a personal or a business account
- Add a good quality photo of yourself, and write a few details in your bio
- You can use Canva to create a cover photo

Topicality on Twitter

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Finding topical content on Twitter

- Every industry has some sort of news or blogs covering it somewhere on the internet
- **This strategy involves searching for topical news and relevant blogs, see who interacted with them, and then find and contact those people on Twitter**
- You need to find about five articles, because some of them will work better than others
- **#1 Google**
- Search for relevant terms for your industry, click on the “News” section of the results, and pick one article that looks good enough
- Copy the URL of the article, go to search.twitter.com, and paste the link
- Ignore the companies that tweeted about it, focus on the real people who shared it
- Reply to start a conversation with these people and introduce your product without sounding spammy

#2 Buzzsumo

- Search for relevant terms for your industry, and you'll see a list of articles sorted by number of shares
- Pick one out, copy and paste the URL into the Twitter search, then engage with people who shared it

Competitors on Twitter

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Stalking your competitors on Twitter

- In order for someone to qualify as a competitor worth targeting, they have to fit in one of these categories:
- **Direct - targeting the same group of people with a similar product**
- **Indirect - targets the same needs with a product that's a bit different**

- Almost all businesses have a Twitter account, and people mention them in their complaints
- Find their Twitter handles by Googling their company name + Twitter
- Go to seach.twitter.com - advanced search and insert their handles in the "Mentioning these accounts" field
- If you select "Negative" and "Question," chances are you'll find more complain-y type posts
- Once you find some people who complained about the company, reply directly in the conversation or send them a separate tweet

- Agree with their complaint and offer your solution
- You can use Twitter's system for saving your searches if you want to come back later
- **Use a tool like Mention.com, which will notify you every time someone mentions some of your competitors**

Locating forums & like-minded communities

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Finding forums related to your industry

- There are three types of online communities you should focus on:
- **#1 Traditional forums / communities**
- **#2 Slack groups**
- **#3 Reddit**

- In order to find traditional forums, search for them on Google by typing in the broader category of your industry + forum / community
- You can add in the names of the most common forum software: PHPbb, vBulletin, Simple Machines Forum
- What are your potential customers interested in talking about?

You're going to run into three types of forums:

- Open thread - anyone can create an account & post
- Closed thread - you might need an invite or pay money to join
- Q&A format - the topic of each thread is a question, and all posts are directed to that question, not to what other people said

Messaging on forums

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Contacting people on forums

- The best way to contact people on forums is to direct message them
- Unfortunately, not all forums have direct messaging capabilities, so you might have to respond publicly to one of their posts
- First, you have to find a thread that might be related to your product
  - #1 Search through the embedded search feature of the forum (they're usually awful)
  - #2 Google site:forumname.com + your search terms

    Don't forget to search for the key phases that complain-y people might say
- Once you find some potential customers, there are 2 types of messages you can send:

  #1 Respond to something they said, trying to solve their problem

#2 Ask them for feedback on your product

- How to get your product links in your message:

  #1 Suggest it as a solution to their problem

  #2 Put the link in your footer

  #3 Openly state that you own the product

Spreading the word on Slack

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Finding people on Slack groups

- In order to find Slack groups on topics related to your product, you can:
- #1 Google your keywords + Slack or slack.com
- #2 Community lists - ex. slacklist.info

- Install Slack (if you haven't before) and join the communities you find interesting
- Slack allows direct messaging, and that's what you should use to contact people
- You can join conversations, but your message will get buried pretty quickly
- Keep your posts short (3-4 sentences), otherwise people might not read them
- Contribute to other discussions before you actually introduce your product

The wonderful world of Reddit

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Contacting people on Reddit

- Reddit is a great place to find a wide variety of people all over the world that are making their preferences known publicly
- Contacting people on Reddit:

#1 Direct messaging

- First respond to one or two of their posts in order to start a dialogue, and only after they respond to that send them a direct message
- If you click a person's profile, you can see all their recent posts

#2 Community conversation

- Post a couple of times before actually mentioning your product
- Try to be helpful and then insert your link without being too obvious

Facebook & LinkedIn sharing

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Using your social networks

- In order to get your first customers, you can also take advantage of your already established social networks on platforms like Facebook and LinkedIn
- **#1 Facebook**

  Facebook doesn't allow you to promote your business through your personal account, so you have to get around that by using one of these tactics:

  - Share the story of how you started and how you made your product
  - Share an anecdote about something that happened with your business
  - Be completely open and ask for feedback
- Don't forget to set your post to Public, so it can be seen by everyone

- **#2 LinkedIn**

  - LinkedIn is more business oriented
  - Tell the same stories but focus on how you're solving people's problems
  - You're going to post this as an "announcement" and you can be a bit more sales-y if you want to

Using your network to announce your new business

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Leveraging your existing network

- Everyone you know and who knows you counts as your network
- You probably have between 30-300 people in your network, but at a bare minimum, you want to email at least 10 of them
- Make a list of people you contacted through email in the last 6 months
- From these, only keep the ones who you know would respond if you contacted them now
- In the end, only contact the people who would really be interested in your product or have the problem that it solves

Events & meetups

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Expanding your network

- Meeting new people at in-person events might be an opportunity for you to find your first customers

  #1 Meetup.com

  #2 Eventbrite.com

- There are groups that meet in real life for just about anything you can think of
- Look for events near you
- Don’t search for events related to your industry, but for groups of people that fit into your target customer category
- Make contact with anyone at the event and ask them what they do for a living and what they are working on
- Drive the conversation towards the problem you are trying to solve, ask them if they have it, and ask for feedback
- Exchange business cards and follow up with them a few days later by showing them your product